



2012 Utah Tourism at a Glance

The Utah tourism industry contributes billions of dollars to the Utah economy annually, creating jobs, paying taxes and providing income for Utah residents. The industry contributes to the economic diversity of the state, provides a year-round economic impact and stretches statewide. The industry experienced a record year in 2012. Here are several key tourism facts:

- **Spending** – The travel, tourism and recreation industry spent a record \$7.4 billion in the Utah economy during 2012. Out-of-state visitor spending represents 72 percent of the total and benefits the Utah economy in a similar way to merchandise exports like refined copper from Kennecott or flash drives from IM Technologies in Lehi. The new spending expands the economy and creates new jobs and more income for residents. If tourism were an export it would be the state's second largest export behind primary metals (\$12.2 billion) and well ahead of computers and electronics (\$2.2 billion).
- **Jobs** – Utah's tourism industry accounts for an estimated 129,088 total jobs (direct, indirect and induced) in the Utah economy. Approximately one in every 10 jobs in the state's economy is in the tourism industry, directly or indirectly.
- **Tax revenue** – Tourism-related state and local tax revenues total an estimated \$960.6 million in 2012. This includes, but is not limited to, direct revenues like transient room and car rental taxes, and indirect and induced taxes that stem from activity within the tourism industry. Direct tourism revenues in fiscal year 2012 include the following:
 - \$50.1 million in tourism, recreation, cultural and convention facilities tax
 - \$34.9 million in county transient room tax
 - \$13.5 million in resort communities tax
 - \$6.1 million in municipality transient room tax
 - \$4.5 million in statewide motor vehicle rental tax
- **Tourism counties** – The top ten tourism-dependent counties in 2012, based on tourism employment as a percent of total employment, include the following:

<ul style="list-style-type: none"> ○ Garfield ○ Summit ○ Grand ○ Kane ○ Wayne 	<ul style="list-style-type: none"> ○ Daggett ○ Rich ○ Wasatch ○ Beaver ○ Piute
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- **Tourism customers** – Utah serves both domestic and international tourism markets. The 2012 top markets in each include the following:

<p><i>Domestic</i></p> <ul style="list-style-type: none"> ○ California ○ Idaho ○ Washington ○ Colorado ○ Nevada ○ Arizona 	<p><i>International</i></p> <ul style="list-style-type: none"> ○ Canada ○ France ○ Australia ○ Germany ○ United Kingdom ○ China
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- **Visits** – In 2012 Utah recorded 6.6 million national park visits, 5.1 million national monument, recreation area and historical site visits, 5.1 million state park visits, as well as 4.0 million skier days during the 2012/2013 season.